



ORDER

Print Date 09/21/12 Page 1 of 3

Contract / Revision 19245 Flight Dates 05/28/10-06/06/10

Original Date / Revision 05/27/10 / 06/03/10

Advertiser RICK SCOTT FOR GOVERN(Product

RICK SCOTT FOR FLA

Agency MULTI MEDIA

Agency Com 15%

Buying Contact

Billing Contact

915 KING STREET
2ND FLOOR
ALEXANDRIA, VA 22314

915 KING STREET
2ND FLOOR
ALEXANDRIA, VA 22314

Primary Account Executive
Andy Hauck

Sales Office DC

Sales Region National

Account Executive Order%
Andy Hauck 100%

Agency Ref

Order Sep 00:15:00

Estimate #

Alt. Order # 09181885

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POLITICAICIA

Product Codes PL1

Priority P-1

Advertiser Ref

Order Share 5% Market Value 614000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| WCLF | 95% | 583300 |
| WEDU | % | 0 |
| WFLA | % | 0 |
| WFTS | % | 0 |
| WFTT | % | 0 |
| WHTR | % | 0 |
| WMOR | % | 0 |
| WTOG | % | 0 |
| WTSP | % | 0 |
| WTTA | % | 0 |
| WTVT | % | 0 |
| WUSF | % | 0 |
| WVEA | % | 0 |
| WXPX | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|-----------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| May 2010 | 11 | \$4,972.50 | \$5,850.00 | 0.00 | 04/26/10 | 05/30/10 | 11 | \$4,972.50 | \$5,850.00 |
| June 2010 | 43 | \$21,122.50 | \$24,850.00 | 0.00 | 05/31/10 | 06/06/10 | 43 | \$21,122.50 | \$24,850.00 |
| Totals | 54 | \$26,095.00 | \$30,700.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|----|-------------------|-----------------|--|-------|----------------|---------|------|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | 7 | 05/31/10 | 06/04/10 | ABC 7 News at Sunrise CM ABC 7 News at Sunris | 6-7a | | MTWTF-- | 1:00 | 5 | \$250.00 | P-7 | 0.00 | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 05/31/10 | 06/06/10 | MTWTF-- | | | | | 5 | \$250.00 | | 0.00 | | | |
| E 2 | 7 | 05/28/10 | 05/28/10 | ABC 7 News at Sunrise CM ABC 7 News at Sunris | 6-7a | | ----F-- | 1:00 | 1 | \$250.00 | P-7 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 05/24/10 | 05/30/10 | ----F-- | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 3 | 7 | 05/31/10 | 06/04/10 | M-F GMA Good Morning America | CM | 7-9a | MTWTF-- | 1:00 | 5 | \$400.00 | P-8 | 0.00 | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 05/31/10 | 06/06/10 | MTWTF-- | | | | | 5 | \$400.00 | | 0.00 | | | |

Contract / Revision **19245** Flight Dates **05/28/10-06/06/10**

Hiatus Dates

Original Date / Revision 05/27/10/ 06/03/10

Order Sep 00:15:00

Advertiser **RICK SCOTT FOR GOVERN** Product **RICK SCOTT FOR FLA**

Estimate #

| | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|-----------------|--|-----------------------|----------------|------------------------|---------------|-----------------------|------------|------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | 7 | 05/28/10 | 05/28/10 | M-F GMA Good Morning America | CM | 7-9a | ----F-- | 1:00 | 1 | \$400.00 | P-8 | 0.00 NM | 1 | \$400.00 |
| GD MORN AMER | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/24/10 | 05/30/10 | ----F-- | 1 | | \$400.00 | | 0.00 | | | | | |
| E 5 | 7 | 05/31/10 | 06/04/10 | ABC 7 News at Noon ABC 7 News at Noon | CM | 12-1p | MTWTF-- | 1:00 | 5 | \$300.00 | P-4 | 0.00 NM | 5 | \$1,500.00 |
| 12N NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTF-- | 5 | | \$300.00 | | 0.00 | | | | | |
| E 6 | 7 | 05/28/10 | 05/28/10 | ABC 7 News at Noon ABC 7 News at Noon | CM | 12-1p | ----F-- | 1:00 | 1 | \$300.00 | P-4 | 0.00 NM | 1 | \$300.00 |
| 12N NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/24/10 | 05/30/10 | ----F-- | 1 | | \$300.00 | | 0.00 | | | | | |
| E 7 | 7 | 05/31/10 | 06/04/10 | ABC 7 News at 5p ABC 7 News at 5p | CM | 5-530p | MTWTF-- | 1:00 | 5 | \$500.00 | P-6 | 0.00 NM | 5 | \$2,500.00 |
| 5P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTF-- | 5 | | \$500.00 | | 0.00 | | | | | |
| E 8 | 7 | 05/28/10 | 05/28/10 | ABC 7 News at 5p ABC 7 News at 5p | CM | 5-530p | ----F-- | 1:00 | 1 | \$500.00 | P-6 | 0.00 NM | 1 | \$500.00 |
| 5P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/24/10 | 05/30/10 | ----F-- | 1 | | \$500.00 | | 0.00 | | | | | |
| E 9 | 7 | 05/31/10 | 06/04/10 | M-F 6-7p News Rotator M-F 6-7p | CM | 6-7p | MTWTF-- | 1:00 | 5 | \$1,100.00 | P-6 | 0.00 NM | 5 | \$5,500.00 |
| 6P NEWS/ABC WLD NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTF-- | 5 | | \$1,100.00 | | 0.00 | | | | | |
| E 10 | 7 | 05/28/10 | 05/28/10 | M-F 6-7p News Rotator M-F 6-7p | CM | 6-7p | ----F-- | 1:00 | 1 | \$1,100.00 | P-6 | 0.00 NM | 1 | \$1,100.00 |
| 6P NEWS/ABC WLD NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/24/10 | 05/30/10 | ----F-- | 1 | | \$1,100.00 | | 0.00 | | | | | |
| E 11 | 7 | 05/31/10 | 06/04/10 | Wheel of Fortune Wheel of Fortune | CM | 7-730p | MTWTF-- | 1:00 | 5 | \$600.00 | P-6 | 0.00 NM | 5 | \$3,000.00 |
| WHEEL FORTUNE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTF-- | 5 | | \$600.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | 7 | 05/31/10-06/06/10 | | Wheel of Fortune | 7-730p | | MTWThF---- | 1:00 | (\$600.00) | | 0.00 | NM | | |
| See MG 11.6 | | | | | | | | | | | | | | |
| [schedule changes/Local and National Hurricane specials] | | | | | | | | | | | | | | |
| 6 | 7 | 06/01/10-06/01/10 | | M-F 7-8p Rotator | 7-8p | | (7:00 PM-7:30 P-T----- | 1:00 | \$600.00 | | 0.00 | NM | | |
| Ⓜ MG for 11.2 06/01 | | | | | | | | | | | | | | |
| E 12 | 7 | 05/28/10 | 05/28/10 | Wheel of Fortune Wheel of Fortune | CM | 7-730p | ----F-- | 1:00 | 1 | \$600.00 | P-6 | 0.00 NM | 1 | \$600.00 |
| WHEEL FORTUNE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/24/10 | 05/30/10 | ----F-- | 1 | | \$600.00 | | 0.00 | | | | | |
| E 13 | 7 | 05/31/10 | 06/04/10 | Jeopardy Jeopardy | CM | 730-8p | MTWTF-- | 1:00 | 5 | \$600.00 | P-6 | 0.00 NM | 5 | \$3,000.00 |
| JEOPARDY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTF-- | 5 | | \$600.00 | | 0.00 | | | | | |

Hiatus Dates

Order Sep 00:15:00

Estimate #

| | | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|-------------------------|--|-------|-----------------------|-------------------|-------------------------|---------------|-------------------------|-----|---------------|-------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 13 | 7 | 05/31/10 | 06/04/10 | Jeopardy Jeopardy | CM | 730-8p | MTWTF-- | 1:00 | 5 | \$600.00 | P-6 | 0.00 | NM | 5 | \$3,000.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTF-- | | | 5 | | | \$600.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | 7 | 05/31/10-06/06/10 | Jeopardy | | | 730-8p | | MTWThF---- | 1:00 | (\$600.00) | | 0.00 | NM | | |
| See MG 13.6 | | | | | | | | | | | | | | | |
| [schedule changes/Local and National Hurricane specials] | | | | | | | | | | | | | | | |
| 6 | 7 | 06/01/10-06/01/10 | M-F 7-8p Rotator | | | 7-8p | | (7:30 PM-8:00 P -T----- | 1:00 | \$600.00 | | 0.00 | NM | | |
| (M) MG for 13.2 06/01 | | | | | | | | | | | | | | | |
| E 14 | 7 | 05/28/10 | 05/28/10 | Jeopardy Jeopardy | CM | 730-8p | ----F-- | 1:00 | 1 | \$600.00 | P-6 | 0.00 | NM | 1 | \$600.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/24/10 | 05/30/10 | ----F-- | | | 1 | | | \$600.00 | | 0.00 | | | |
| E 15 | 7 | 05/31/10 | 06/06/10 | M-Sun ABC 7 News at 10M M-Sun ABC 7 News at | CM | M-F 11-1135p / Sa | MTWTFSS | 1:00 | 5 | \$1,000.00 | P-6 | 0.00 | NM | 5 | \$5,000.00 |
| 11P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/31/10 | 06/06/10 | MTWTFSS | | | 5 | | | \$1,000.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 4 | 7 | 05/31/10-06/06/10 | M-Sun ABC 7 News at 11p | | | R-M-F 11-1135p / S. | | MTWThFSaSu | 1:00 | (\$1,000.00) | | 0.00 | NM | | |
| See MG 15.6 | | | | | | | | | | | | | | | |
| [due to NBA Finals, News will air @ 11:30pm] | | | | | | | | | | | | | | | |
| 6 | 7 | 06/02/10-06/02/10 | M-Sun ABC 7 News at 11p | | | R-M-F 11-1135p / S. | | --W----- | 1:00 | \$1,000.00 | | 0.00 | NM | | |
| (M) MG for 15.4 06/03 | | | | | | | | | | | | | | | |
| E 16 | 7 | 05/28/10 | 05/30/10 | M-Sun ABC 7 News at 10M M-Sun ABC 7 News at | CM | M-F 11-1135p / Sa | ---FSS | 1:00 | 1 | \$1,000.00 | P-6 | 0.00 | NM | 1 | \$1,000.00 |
| 11P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/24/10 | 05/30/10 | ---FSS | | | 1 | | | \$1,000.00 | | 0.00 | | | |
| E 17 | 7 | 06/05/10 | 06/05/10 | ABC 7 Sat News at 630p ABC 7 Sat News at 63 | CM | 630-7p | -----S- | 1:00 | 1 | \$550.00 | P-5 | 0.00 | NM | 1 | \$550.00 |
| 630P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/31/10 | 06/06/10 | -----S- | | | 1 | | | \$550.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 7 | 05/31/10-06/06/10 | ABC 7 Sat News at 630p | | | 630-7p | | -----Sa-- | 1:00 | (\$550.00) | | 0.00 | NM | | |
| See MG 17.2 | | | | | | | | | | | | | | | |
| [due to Belmont Stakes there is no early news Saturday 6/5/10] | | | | | | | | | | | | | | | |
| 2 | 7 | 06/06/10-06/06/10 | Sign-On/Sign-Off | | | 6P-7P | | (6:00 PM-7:00 P -----Su | 1:00 | \$550.00 | | 0.00 | NM | | |
| (M) MG for 17.1 06/05 | | | | | | | | | | | | | | | |
| E 18 | 7 | 05/29/10 | 05/29/10 | ABC 7 Sat News at 630p ABC 7 Sat News at 63 | CM | 630-7p | -----S- | 1:00 | 1 | \$550.00 | P-5 | 0.00 | NM | 1 | \$550.00 |
| 630P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/24/10 | 05/30/10 | -----S- | | | 1 | | | \$550.00 | | 0.00 | | | |
| E 19 | 7 | 05/29/10 | 06/05/10 | Sat 7-8p Rotator Sat 7-8p Rotator | CM | WHEEL/JEOPARDY | -----S- | 1:00 | 1 | \$250.00 | P-6 | 0.00 | NM | 2 | \$500.00 |
| WHEEL/JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/24/10 | 05/30/10 | -----S- | | | 1 | | | \$250.00 | | 0.00 | | | |
| Week: | | 05/31/10 | 06/06/10 | -----S- | | | 1 | | | \$250.00 | | 0.00 | | | |
| E 20 | 7 | 05/29/10 | 06/06/10 | Sat/Sun GMA Sat/Sun GMA | CM | 8-9a | -----SS | 1:00 | 1 | \$300.00 | P-6 | 0.00 | NM | 2 | \$600.00 |
| GD MORN AMER WKND | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/24/10 | 05/30/10 | -----SS | | | 1 | | | \$300.00 | | 0.00 | | | |
| Week: | | 05/31/10 | 06/06/10 | -----SS | | | 1 | | | \$300.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 54 | \$30,700.00 |